

## Message Text

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ACTION EUR-12

INFO OCT-01 ISO-00 SAM-01 EB-07 COME-00 PA-02 PRS-01

CIAE-00 INR-07 NSAE-00 RSC-01 DODE-00 PM-03 /035 W  
----- 050902

R 160900Z JAN 75

FM AMEMBASSY MADRID

TO SECSTATE WASHDC 820

USIA WASHDC

INFO AMCONSUL BARCELONA

UNCLAS MADRID 249

E.O. 11652: N/A

SUBJ: SPANISH DEPARTMENT STORE PROMOTION OF U.S. GOODS:  
REQUEST FOR AIR FORCE BAND

1. IN CONVERSATIONS JAN 14 WITH REPRESENTATIVES OF  
GALERIAS PRECIADOS (GP) SPANISH DEPARTMENT STORE PLANNING  
PROMOTIONAL PROGRAM FOR TWO MILLION DOLLARS IN U.S. GOODS,  
USIS/EMBOFF OBTAINED ADDITIONAL INFORMATION BELOW RELEVANT  
TO OUR REQUEST FOR PARTICIPATION 18 PIECE AIR FORCE  
"AMBASSADOR'S" BAND FROM USAFE, GERMANY. APPRECIATE  
DEPT/USIA SUPPORT FOR THIS REQUEST.

2. PROMOTION EXTENDS FROM MARCH 1 THROUGH MARCH 22 AT  
FOURTEEN LOCATIONS THROUGHOUT SPAIN. OPENING CEREMONIES  
WITH LUNAR SAMPLE, DISPLAYS, VIP PARTICIPATION, AUDIO  
VISUAL SHOW, ETC. WILL BE HELD AT MAIN MADRID LOCATION  
WEEK OF MARCH 1, AGAINST BACKGROUND ADVANCE MEDIA PUBLICITY  
CAMPAIGN. PREFERRED DATED FOR PARTICIPATION OF AIR FORCE  
BAND WOULD BE MARCH ONE THROUGH SIX, WITH ARRIVAL TORREJON  
FEB 28 AND DEPARTURE MARCH 7. PREFERRED ALTERNATE  
DATES WOULD BE EARLIEST POSSIBLE ONE WEEK PERIOD DURING  
FIRST THREE WEEKS OF MARCH. IF BAND NOT AVAILABLE FOR  
ONE WEEK, GP WOULD WELCOME PARTICIPATION FOR LESSER  
PERIOD. GP COULD ALSO OCCUPY BAND FOR LONGER PERIOD, BUT  
ONE-WEEK REQUEST IS BASED ON ASSUMPTION LONGER STAY WOULD  
INVOLVE PROHIBITIVE COST OF INTERNAL AIR TRAVEL, LODGING,  
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ETC. THOUGH NOT DISCUSSED WITH STORE, PROBABLE THAT GP  
WOULD COVER COST OF SURFACE TRAVEL MADRID TO NEARBY CITY

VALLADOLID AND RETURN IF BAND AGREES TO PLAY OUTSIDE OF  
MADRID DURING ONE-WEEK PERIOD.

3. FOREGOING HAS BEEN COORDINATED WITH INFORMATION OFFICER  
TORREJON AFB WHO CONCURS IN REQUEST, WHICH HE IS COMMUNI-  
CATING TO DEPARTMENT AIR FORCE SAF/OI WASHDC VIA  
SEPARATE CHANNEL. AS APPROPRIATE OR NECESSARY DEPT/  
USIA REQUESTED TO AFFIRM TO SAF/OI INTEREST OF USG IN  
THIS PROJECT AS REPRESENTED BY GALERIAS-COMMERCE  
DEPARTMENT IN-STORE PROMOTION CONTRACT COMMITTING  
\$25,000 IN USG SUPPORT.

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## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01 JAN 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
**Control Number:** n/a  
**Copy:** SINGLE  
**Draft Date:** 16 JAN 1975  
**Decaption Date:** 01 JAN 1960  
**Decaption Note:**  
**Disposition Action:** n/a  
**Disposition Approved on Date:**  
**Disposition Authority:** n/a  
**Disposition Case Number:** n/a  
**Disposition Comment:**  
**Disposition Date:** 01 JAN 1960  
**Disposition Event:**  
**Disposition History:** n/a  
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**Executive Order:** N/A  
**Errors:** N/A  
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**TAGS:** BEXP  
**To:** STATE USIA  
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